

**HOW POLITICAL PARTYS USE SOCIAL MEDIA
PLATFORMS TO INFLUENCE THE MINDS OF PUBLIC**



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RESEARCH GUIDE

Dr. Shiv KRIPA MISHRA
Assistant Professor

SUBMITTED BY:

VAISHALI KUDIYAN

M.A.-J.M.C. IV SEM

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**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
GURU GHASIDAS UNIVERSITY BILASPUR (C.G.)**

विभागाध्यक्ष
H.O.D
पत्रकारिता एवं जनसंचार विभाग
Scholl. of Journalism & Mass Communication
गुरु घासीदास विश्वविद्यालय,
Bilaspur (C.G.)
Guru Ghadas Vishwavidyalaya



CERTIFICATE

This is to certify that this dissertation entitled “ How political parties use social media platforms to influence the minds of public” is based on the original study conducted by Miss. Vaishali Kudiyam with sincere and active interest.

This is a partial fulfillment of the requirements for the award of “Master of Arts” in Journalism & Mass Communication from Guru Ghasidas University.

None of this review work presented in this dissertation has been submitted to any other university or institution for the award of any degree or otherwise to the best of our knowledge.



Dr. Dhiraj Shukla

Head of Department,

Journalism & Mass Communication,

Guru Ghasidas University



Dr. Shiv Kripa Mishra

Assistant Professor,

Research Guide

INTRODUCTION

In the ever-evolving landscape of political communication, social media has emerged as a transformative force, revolutionizing the way political parties interact with the public and influence public opinion. With the rapid growth of social media platforms over the past decade, political actors have recognized the immense potential of these digital channels to reach and engage a vast audience in real-time, transcending traditional barriers of time and space. This dissertation delves into the captivating world of how political parties strategically harness social media platforms to sway public sentiment and mould the minds of the electorate.

The digital revolution has disrupted conventional political communication strategies, giving rise to new opportunities and challenges for political parties seeking to connect with voters and maintain relevance in the digital age. Gone are the days when political campaigns relied solely on traditional media outlets for disseminating information; today, social media platforms serve as dynamic arenas for shaping political discourse and mobilizing supporters. The vast reach and highly personalized nature of social media allow political parties to tailor their messages to specific demographics, creating a unique and persuasive online presence.

At the heart of this research lies the exploration of the mechanisms through which political parties navigate the intricate world of social media to craft narratives that resonate with their target audience. Social media algorithms play a critical role in determining the visibility of political content, making it essential for political parties to understand and adapt to the ever-changing rules governing online visibility and engagement.

Furthermore, the dissertation investigates how political parties exploit the interactive nature of social media platforms to foster direct engagement with citizens. By analyzing the use of visual content, hashtags, and storytelling techniques, the study seeks to uncover the ways in which political parties seek to captivate and persuade the minds of the public, transcending